



TREVOR LORKINGS
DIGITALALCHEMIST.LIVE

Graphic Design for Small Business

DESIGNING BUSINESS OPENING TIMES



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Business Opening Times should be presented in a clear and easily readable manner.

How do you find this, all too often seen, example?



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THE PROBLEM

There are two key problems here

1: The title size and emphasis

2: The jumbled dates and times

Oh, I forgot to mention the outdated festive graphic. I thought we'd moved on from Word Clipart 2000.



LET'S REDESIGN

Step 1

Capitalise the title
Festive Opening Hours
and adjust font sizes for
a hierarchical balance.

Align center with holly.

Step 2

Remove the 'days' to
abbreviate: Monday > Mon.

This opens up space for clarity.

Step 3

Split the Day, Date and Times
into tabulated columns

Is this easier to read?



FESTIVE OPENING HOURS		
Mon	23rd Dec	9am - 5pm
Tues	24th Dec	9am - 2pm
Wed	25th Dec	Closed
Thur	26th Dec	Closed
Fri	27th Dec	Closed
Sat	28th Dec	10am - 2pm
Sun	29th Dec	Closed
Mon	30th Dec	10am - 2pm
Tues	31st Dec	10am - 2pm
Wed	1st Jan	Closed
Thur	2nd Jan	10am - 2pm
Fri	3rd Jan	Back to normal 9am - 5pm

TAKING IT ONE STEP FURTHER

Step 1

Removing Dec & Jan
and inserting separating
month sections.

Step 2

Center the date & time
block on the Festive title.

Step 3

Adjust the tab positions
for improved clarity.



ADDING THE ALCHEMY





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